

# THE ROAD MAP TO FINANCIAL FREEDOM

[www.marketingsuccessllc.com](http://www.marketingsuccessllc.com)

# HEY THERE, I'M SHEENA

I just want to introduce myself, I am a mother of 2 and have been married 16 years.

I wanted to start my own online business because I have the goal being my own boss and to build a financial legacy for my family and be able to help as many people in need and charities. I have always had a passion for learning and teaching. When I found The Road Map Course I knew this is I what I wanted to do.



*Sheena*

Business Owner & Digital Marketer



# WELCOME!

Welcome to "The Road Map To Financial Freedom with MRR"  
" In today's digital age, the world of commerce has evolved beyond traditional brick-and-mortar stores. The internet has opened up limitless opportunities for entrepreneurs, creatives, and innovators to share their talents and expertise with a global audience. Whether you're a seasoned digital product creator or just starting on your journey, this ebook is your key to understanding and mastering the art of selling digital products.

## Introduction: What is The Roapmap Course with MRR

The Roapmap course is a digital marketing course, you learn how to start your own digital marketing business, sales funnels and how to market it.

Once you buy the course, you also receive what is called 'Master Resell Rights'



[YOU CAN CHECK OUT THE COURSE HERE](#)



*important tip*

All you need is a phone/laptop & WIFI

No experience is required - I had  
none!

Check it out here!

## So what is Master resell rights?

Master Resell Rights allow you, as a reseller, to purchase a product and resell it to your customers, while also granting them the right to resell the product further.

Essentially, it empowers you to sell the product and even give your customers the right to sell it themselves, creating an ever-expanding network of resellers.

While regular resell rights only allow you to sell the product to your customers, MRR goes a step further by permitting your customers to resell the product as well.

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## Why you should start your own digital marketing business

1. Starting an MRR business requires minimal setup time and effort.
2. Once you acquire the rights to a product, you can begin selling it immediately without having to create anything from scratch.
3. You buy the course, take the course and sell the course keeping 100% profits.

“

Once you get your system in place, you'll be making PASSIVE income, which means more time to be with your family, travel, try new things, and really just get the most out of life!



# CHAPTER 1: DIGITAL MARKETING



Find out what digital marketing is  
and how you can make passive  
income from multiple streams



# WHAT IS DIGITAL MARKETING?

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a target audience. It encompasses a wide range of online marketing strategies and tactics to connect with potential customers where they spend much of their time—on the internet.


Digital marketing comprises various components, including website optimization, content creation, SEO, social media promotion, email and affiliate marketing, influencer marketing and analytics. These methods are used to attract and retain visitors, engage with customers, build brand awareness, and ultimately drive sales. Data analysis is used to measure the effectiveness of digital marketing strategies and make informed decisions.

# WHAT IS PASSIVE INCOME?

Passive income refers to earnings generated with minimal effort or active involvement. Unlike active income, which requires ongoing work or time investment, passive income streams continue to generate revenue even when the individual is not actively working on them. It's income that comes in regularly with little to no ongoing effort.

## PASSIVE INCOME STREAMS WITH DIGITAL PRODUCTS ?

- Ebooks and Guides
- Online Courses
- Digital Art and Designs
- Printable Templates and Planners
- Subscription-Based Services
- Digital Templates for Documents



THE GREATER  
THE PASSIVE  
INCOME YOU CAN  
BUILD, THE  
FREER YOU WILL  
BECOME.

# WHAT IS A NICHE?

Defining your niche involves identifying a specific area of expertise, interest, or market segment that you will focus on. This helps you target a more specific audience and become an authority in that particular area.

## HOW TO FIND MY NICHE?

### 1. Identify Your Interests and Passions:

- Consider what subjects, topics, or activities you're genuinely passionate about. Think about what you enjoy doing in your free time or what you find yourself naturally drawn to.

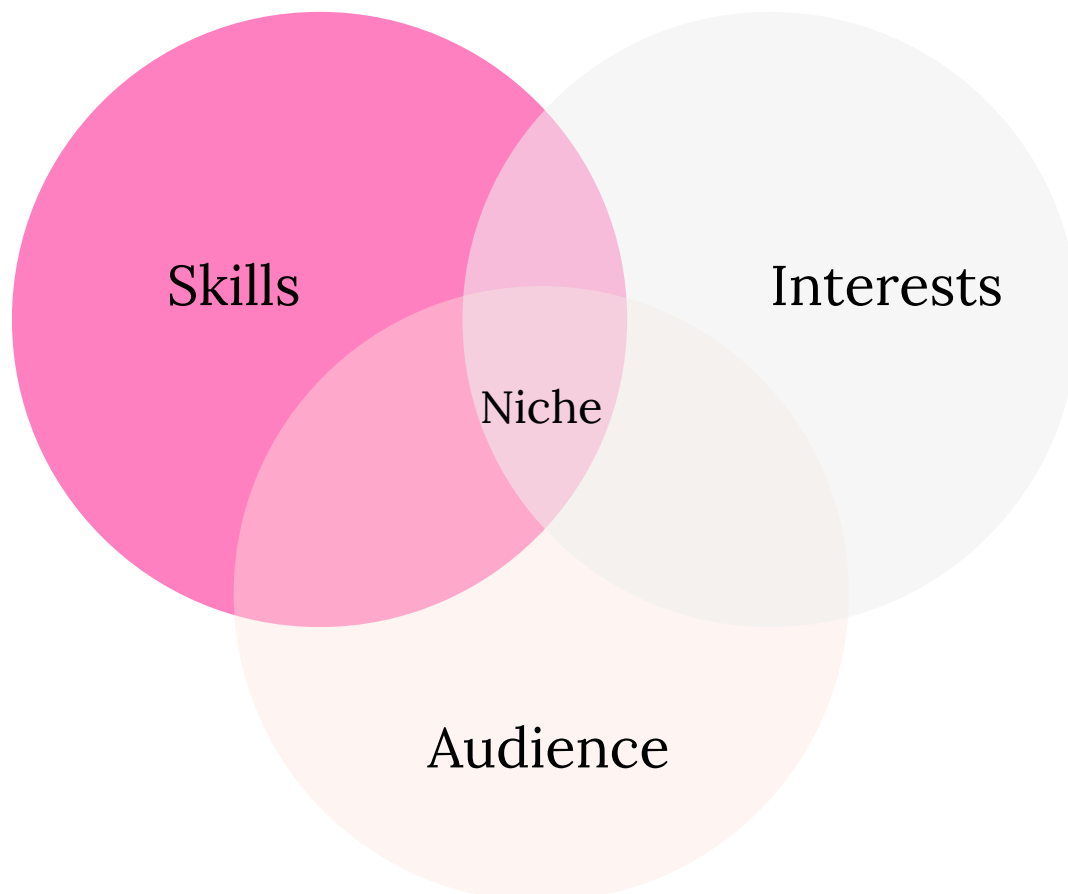


## 2. Assess Your Skills and Expertise:

- Take stock of your skills, knowledge, and experience. What are you particularly good at? What have you studied or worked in? Your expertise can be a strong foundation for defining your niche.

## 3. Research Market Demand:

- Conduct market research to understand what people are looking for. Look for gaps or underserved areas within your interests and skills. Tools like Google Trends, keyword research, and social media discussions can provide insights.



A top-down view of a desk with a pink laptop, a cup of tea, a notebook, and flowers. The laptop is in the top right corner, showing the keyboard and trackpad. A white cup filled with dark red liquid sits on a wooden saucer in the bottom right. A white spiral notebook is in the bottom left, with a copper paperclip on it. A copper pen lies horizontally below the notebook. In the top left, there are several light pink roses. A small white dish in the top center contains several copper rings. A few more copper rings are scattered on the white surface.

# CHAPTER 2 BRANDING

What is Branding and  
why is it important?

# What is a brand?

A brand is more than just a name, logo, or design; it's the distinct identity of a company, product, or service in the minds of consumers. It encompasses the values, personality, and reputation of the entity it represents. Through consistent messaging, aesthetics, and experiences, a brand seeks to differentiate itself in the market, foster trust, and create an emotional connection with its audience. In essence, a brand is the perception people have when they think about a particular company or product.

# Why is a brand important?

In the modern business landscape, branding is no longer a luxury – it's a necessity. Brands are more than just logos or catchy taglines; they are the embodiment of a company's ethos, values, and unique selling proposition. But with the overload of branding advice and techniques out there, what are the fundamental principles one should know? This guide covers the 12 essentials of branding basics for businesses of all sizes.



# BRAND GOALS

WHAT ARE MY LONG-TERM GOALS?

WHAT ARE MY SHORT-TERM GOALS?

WHICH PLATFORM ARE BEST FOR YOU?

# BRAND BOARD

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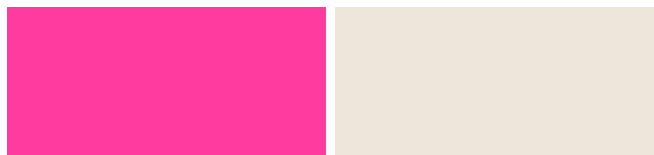
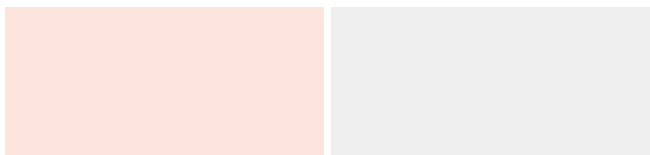
hazel + co.  
CLOTHING



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CLOTHING



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CLOTHING



# CHAPTER 3



## MARKETING YOUR BUSINESS



Discover how to transform your online presence and reclaim your precious time by mastering the art of marketing, unlocking the full potential of your digital journey with ease.

# THE SALES PROCESS

**This funnel represents the process of a sale and the journey each customer needs to go on.**



## SOCIAL MEDIA MARKETING

The primary objective of top-of-funnel content is to captivate and involve a wide audience during the initial stage of their journey, piquing their interest in your brand or business.

## LEAD MAGNET

Middle of the funnel, the focus shifts to nurturing and educating prospects who have shown interest in your brand, guiding them towards making informed decisions and building stronger connections.

## EMAIL MARKETING

Bottom of the funnel, the emphasis is on converting qualified leads into customers, driving them to take action and make a purchase decision, thereby completing the sales process.



*important tip*

Forbes magazine just announced that Digital Marketing going to be one of the highest-paid freelance jobs of 2023.

There is no better time to start than now!

## Sales Funnels and Email Automation

What's a sales funnel?

A sales funnel is a two-page website that introduces you and the product or service that you are promoting. The 1st page of the funnel will prompt the consumer to enter their email. The first email is a great place to put your free eBook. Once they do that, it will bring them to the 2nd page in the sales funnel, which will have the product you're promoting.

Having this set up is how you're going to build your email list, which is your most valuable asset to your business!

No matter which social media platform you choose to use, you don't own that account, and it can be taken down at any given moment.

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At the end of the day, your digital marketing business  
comes down to this:

More Leads = More Income

[Click here to get started on your  
digital marketing journey](#)

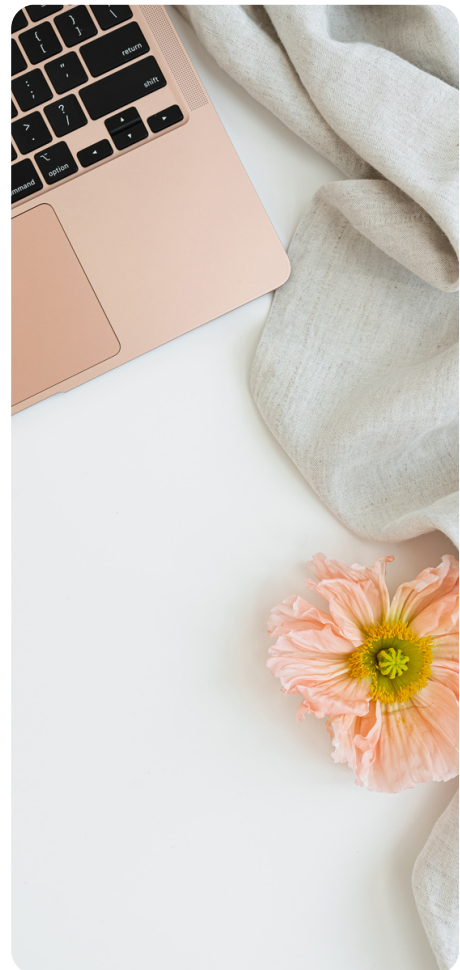
## Importance of an email list

Your email list you own!

So imagine you lose your TikTok account, and you have 200K followers who have all clicked on your link and given you their email. Even though you may have lost your TikTok account, you still have your email list, which is golden!

Sending them to your sales funnel allows you to collect their email. Now you can follow up with them, and you also have a line of communication in the future.

People are more likely to do business with someone they know, like, and trust!





# EMAIL MARKETING

Email marketing is like a secret weapon that can take your business to new heights.

Email marketing isn't just about sending random messages into the digital abyss. It's about building relationships, nurturing trust, and providing value to your subscribers. It's about creating a community of like-minded individuals who believe in what you have to offer.

Think about it—how often do you check your email? Multiple times a day, right?

Well, your subscribers do the same. When they see an email from you, they're giving you their undivided attention. That's a powerful opportunity to deliver valuable content, share exciting updates, and even promote your products or services.

Now, you might be wondering, "Why not just rely on social media or other marketing channels?" Well, here's the thing: social media algorithms change, followers come and go,



and platforms can rise and fall. But your email list? That's something you have control over. It's a valuable asset that grows and evolves with your business.

Email marketing allows you to connect with your audience in a targeted and personal way, building trust and driving conversions.

By segmenting subscribers and providing tailored content, you establish yourself as an authority and nurture trust.

To tailor your email content effectively, it's important to understand your target audience's personalities, desires, and pain points. Conducting research on their preferences, behaviors, and interests is crucial. Analyzing current subscribers and customers to identify patterns and commonalities, including demographics such as age, gender, location, and occupation, is a good place to start.

[\*\*Click Here for  
more Information  
About  
Roadmap 2.0\\_\*\*](#)

# SOCIAL MEDIA MARKETING

In this chapter, we'll delve into the distinctive qualities of Instagram and TikTok, helping you decide which platform suits your content strategy. We'll also explore why using Pinterest can be a game-changer. Let's get started:

## **Instagram:**

- **Visual Storytelling:** Instagram is a visual-centric platform. It's ideal for showcasing images and short videos that tell a story.
- **Engagement:** Instagram users often engage with posts through likes, comments, and sharing. It's a platform where authentic connection with your audience is key.
- **Audience Demographics:** Instagram's user base includes a wide range of age groups, making it versatile for reaching various audiences.



## **TikTok:**

- **Short-Form Video:** TikTok specializes in short, engaging videos with a focus on entertainment. It's all about creativity and trend participation.
- **Viral Potential:** TikTok has a unique algorithm that can catapult your content to viral status quickly. Trending sounds and challenges are prominent.
- **Youthful Audience:** TikTok's user base skews younger, making it a hotspot for reaching Gen Z and younger millennials.

## **Why Pinterest?:**

Pinterest is like a visual search engine. People come to Pinterest to discover new ideas, products, and content. Your content can tap into this platform's vast discovery potential.

**Evergreen Content:** Unlike the fast-paced nature of Instagram and TikTok, Pinterest content has a longer shelf life. Pins can resurface and gain traction over time, providing sustained visibility for your brand.

**Linking to Core Content:**

Pinterest is excellent for driving traffic to your core content. Each Pin can link directly to your blog posts, videos, or other content, making it a valuable source of referral traffic.

**Actionable Steps:**

- **Choose Your Primary Platform:** Decide whether Instagram or TikTok aligns better with your content style and target audience.
- **Adapt Your Core Content:** Modify segments of your core content to suit the chosen platform. For Instagram, focus on visuals and storytelling. For TikTok, create short, attention-grabbing videos.
- **Take portions of your core content,** such as infographics, step-by-step guides, or visually appealing images, and design them as Pins. Include keyword-rich descriptions and link them back to your core content.

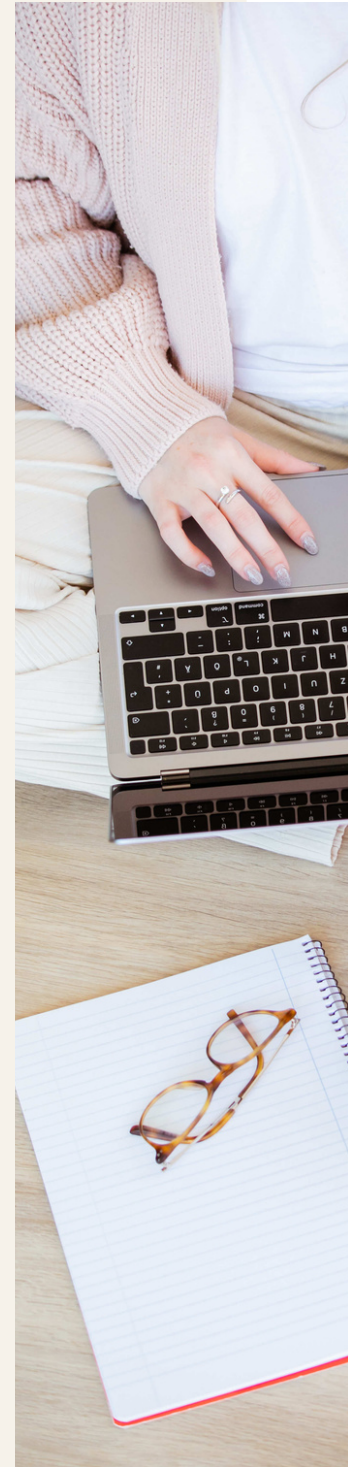
Engagement and Analysis:  
Engage with your audience on  
Instagram and TikTok,  
responding to comments and  
measuring engagement. On  
Pinterest, monitor Pin  
performance and optimize  
descriptions for search.


By understanding the unique  
strengths of Instagram, TikTok,  
and Pinterest, you can tailor  
your content effectively and  
reach a wider audience across  
these platforms. Remember  
that your core content serves  
as the source material, and by  
adapting it strategically, you  
can maximize your online  
presence and engagement.



## Next Steps to take...

1. Choose your traffic source- You've found a great product to promote, offering a fantastic course to share with your audience. Now it's time to start driving targeted traffic!
2. Create valueable content- The challenging part is staying consistent and trusting in the process. For some, this will be easy, and for most, it will be a little hard. It's important to understand your journey will be different from everyone else.
3. Start building your email list- Unlike social media platforms such as TikTok, Instagram, YouTube, FaceBook, and Pinterest. You actually own your email list, and if you were to lose your social media, you could still reach out to your customers via your email list.





## CHAPTER 4 WHAT IS MRR & PLR?

THERE ARE FOUR MAIN LICENCES THAT YOU SHOULD KNOW WHEN IT COMES TO DIGITAL PRODUCTS. IF YOU CREATE YOUR OWN DIGITAL PRODUCT FROM SCRATCH IT'S COMPLETELY UP TO YOU WHICH LICENCE YOU WANT TO ATTACH TO THE PRODUCT!

# WHATS THE DIFFERENCE?

Can You	Personal use	Standard PLR	Unrestricted PLR	Master Resell Rights
Resell it as your own	X	YES	YES	YES
Can rebrand the product	X	YES	YES	YES
Give the product as a free bonus	X	YES	YES	X
Use it as a lead magnet	X	YES	YES	X
Pass on the licence to your customer	X	X	YES	YES
Set your own price	X	YES	YES	X



"ONCE YOU GET  
YOUR SYSTEM IN  
PLACE, YOU'LL BE  
MAKING PASSIVE  
INCOME, WHICH  
MEANS MORE TIME  
TO BE WITH YOUR  
FAMILY, TRAVEL,  
TRY NEW THINGS,  
AND REALLY JUST  
GET THE MOST  
OUT OF LIFE!"



**CHAPTER 5:  
CONCLUSION  
: EMBARK ON  
YOUR  
DIGITAL  
MARKETING  
JOURNEY**

# NEXT STEPS

## ON YOUR DIGITAL MARKETING JOURNEY

### CELEBRATE THE SMALL STUFF

it's important to celebrate every milestone along the way! Whether it's your first sale or reaching a new goal, every achievement should be acknowledged. To stay motivated, try writing down small rewards such as trying out a new restaurant, grabbing your favorite coffee treat, or buying a book you've been wanting to add to your TBR list. Fold these notes into small paper slips and store them in a jar. Then, whenever you hit a milestone, you can draw a reward and keep the momentum going!

### REMEMBER

I know you might feel overwhelmed...learning something new can be daunting, but what if this opportunity could change your life? What if this is what your heart has been searching for? When you trust in yourself and your capabilities, amazing things can happen.

As long as you stay consistent, put in the work, and apply these fundamentals to your business, you can experience life-changing income and the FREEDOM to live your life AS YOU WISH!

## Conclusion

I know you might feel overwhelmed...learning something new can be daunting, but what if this opportunity could change your life? What if this course is what your heart has been searching for? When you trust in yourself and your capabilities, amazing things can happen.

As long as you stay consistent, put in the work, and apply these fundamentals to your business, you can experience life-changing income and the FREEDOM to live your life AS YOU WISH!

*My New Nephew. I love  
being an Auntie*



*Thank you!*

As always, I wish you only the best in your digital marketing journey, and please feel free to email me with any questions.

[Click Here To Learn How you Can Get Access to The Roapmap Course 2.0\\_](#)  
[Open your mind. Take notes.](#)  
[Get excited!](#)

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# ENROLL IN OUR COURSE



## Welcome to Roadmap 2.0

Your ultimate guide to establishing a business foundation that will stand the test of time.

Discover how to craft a compelling brand, implement customer-focused strategies, streamline routine tasks, and harness the synergy of knowledge and ownership to ignite your aspirations!

[CHECK IT OUT HERE!](#)

# BUSINESS GOAL SETTING

Establishing fresh objectives is the key to staying inspired and achieving continuous growth for you and your business.

GOAL #1

ACTION STEPS:

1:

2:

3:

GOAL #2

ACTION STEPS:

1:

2:

3:

GOAL #3

ACTION STEPS:

1:

2:

3:

# YEARLY GOAL SETTING

1st Priority:

2nd Priority:

JAN:

FEB:

MAR:

APR:

MAY:

JUN:

JUL:

AUG:

SEP:

OCT:

NOV:

DEC:

# MONTHLY GOALS

WEEK 1	WEEK 2	WEEK 3	WEEK 4

WEEK 5

TOP GOALS

**Notes :**

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